

The ROYAL STANDARD

ROYAL TYPEWRITER COMPANY, INC., 316 BROADWAY, NEW YORK CITY, U.S.A.

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Number 10

THE MILLIONTH ROYAL TYPEWRITER

"WE'RE now on the SECOND million!"

So say the Royal Factory folks when you ask them how many Royal Typewriters they have made for the world of business.

A tremendously important milestone has been passed. We go forward into a new era in the prosperity and growth of our Company—in the acceptance of the Easy Writing Royal Typewriter as the prime factor in the field of writing machines.

"A million," in the words of one of the veteran final inspectors at the plant, "is a lot of typewriters." It certainly is!

Consider for a moment the thousands upon thousands of tons of steel that entered these million Royals. Think of the vast amount of power consumed in shaping that rough steel into the accurately finished moving parts of a fine writing machine. Greater than all—think of the human ingenuity that made possible these million typewriters, the infinite pains that thousands and thousands of craftsmen have taken in upholding a million Royal Typewriters to the high standards set by the inventors.

Consider the growth of the Royal Typewriter Factory in the short span of years we have been in business—from a single floor in a small building in Brooklyn—to a single



building in Hartford—then a number of additions, until today it is one of the finest large factories in the world.

Yes, indeed. A MILLION is a lot of typewriters.

* * *

"Now on the second million!" So

says the Sales Force also—here in America and throughout the world.

To them this millionth Royal typewriter is more than just a typewriter. It represents the triumph of intelligent and energetic sales effort when backed by a worthy article.

The Royal Typewriter has, perhaps, been doubly fortunate. Its inherent good qualities have been enhanced by a Factory Organization without an equal in the industry—and then presented to the public by a sales organization as good in its own line.

The Royal Typewriter in the very beginning won popularity with Big Business—and has maintained this favored position ever since.

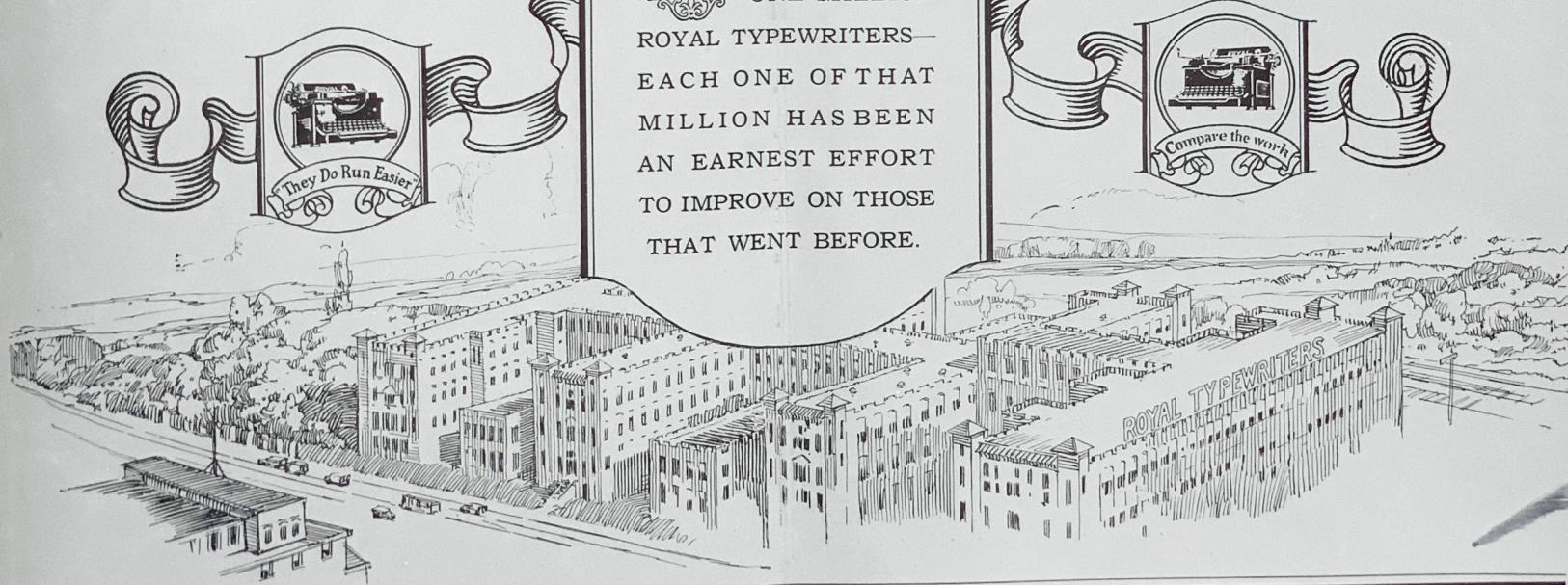
Entire organizations are completely equipped with Royal Typewriters. And are they satisfied with them? Witness the advertising we have run in the newspapers these past two years.

The business has been built up in every corner of the world on the same strong principles of consumer satisfaction. No matter whether a customer owns a single Royal or thousands of them, each Royal Typewriter must perform like a good servant—and the Service Organization sees to it that it does.

Demand has increased from year to year. The volume of business is steadily on the increase. The branches have shown bigger business each month this year than any previous record for that month.

Small wonder that the million mark has been passed and we are now on the second million!

WE HAVE MADE
ONE MILLION
ROYAL TYPEWRITERS—
EACH ONE OF THAT
MILLION HAS BEEN
AN EARNEST EFFORT
TO IMPROVE ON THOSE
THAT WENT BEFORE.



Chicago and Boston Dodge A Day's Business

This month we are happy to report two get-together outings in two of the largest offices of the company—Chicago and Boston. Managers Jones of Chicago, and Closson of Boston led their crews on a couple of good times which have exceeded in hilarity and good humor any previous picnics reported.



LEFT—The Baseball Players. CENTER—Hamil Bunts One. Right—Four Fair Females. Lower—More of Them

CHICAGO'S ANNUAL PICNIC

By R. C. Goldblatt

Associate Editor

The gang, a little over a hundred strong, met at the office at eight o'clock sharp on Saturday morning, August 28, for a picnic financed by the salesmen's club of the Chicago office, the Royal Go-Getters Club of which our highly respected veteran salesman Bert Hamil is President. Led by Manager Jones and his new million-dollar Franklin Coupe, 21 automobiles started for St. Charles, Illinois, in the Fox River Valley, forty miles from Chicago. Here in a park which has hundreds of trees, a dancing pavilion, and a wonderful beach we held a real revel.

In the morning shortly after our arrival

a number of races were run among both the ladies and the men, which brought lots of laughs and a lot of applause—and a lot of hunger. All hands and the ship's cook, including Chief Chef Elmer Gustafson, our esteemed cashier, and Mrs. Evans, our Employment Manager who was the chaperon, sat down to a wonderful lunch of eatables too numerous to mention. I understand our friendly enemies the Boston crew have held a banquet since, but I am willing to lay a wager that their baked beans were not as good as ours.

After lunch came dancing, with a marvelous Charleston exhibition by Miss Stadelman, Manager Jones' secretary, and then everybody proceeded to the ball field, where the servicemen and the salesmen

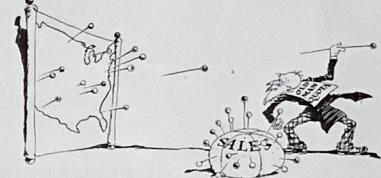
had it out. Duke LaBorence was captain of the salesmen's team, and Louis Kozanek of the Service Department. Paul Jones umpired, but did not last long. The game was too rough, especially on the umpire. Nobody seems to know who won since right in the middle of the affair the office truck drove up to the pitcher's box loaded to the hubs with cold drinks, and the gang decided it was much nicer and easier to drink these cool refreshments than to play a hot ball game.

Bathing suits were next in order, and then came eats again, and some more time at the dancing pavilion. Everybody started home early and reported on Monday full of pep, declaring that the picnic was a great success.

Charlie almost had to use a derrick to get it up. If it had happened once it might have been called an accident, twice an occurrence, but the third time Charlie suspected a baleful purpose. Manager Closson had a twinkle in his eye which Charlie suspected.

We can just say that we hope we are invited again when this party is repeated.

SALES MANAGER'S COLUMN



I wish everyone of you men in the branches could realize the thrill of sitting at a desk in the Home Office and reading the complete final sales reports as they come in at the end of a record-breaking month. September was such a month. It was the biggest September the offices have ever had, and it was within a few machines of the biggest of all months in the Company's history. That a general drive for business was the cause for this increase there can be no doubt. The quota-making offices are widely scattered from one side of the country to the other. There are so many of the offices either over quota or within a few machines of it that the list is amazing.

I want to publicly thank the offices who contributed in such measure to our most successful September, and I want them to know that I appreciate the support they gave. The rest of the organization ought to know just who these offices are.

* * *

The leader, as usual I might say, is Buffalo with very nearly three times its quota. I want to mention Buffalo particularly, because it has been a consistent leader for a long time, and shows just about the finest office record in the organization. Up to the end of September Mr. Pillow's sales force has already exceeded the sales of any previous year in the history of the Buffalo office. The rest of the managers in the list are all go-getters, and anyone of them may be depended upon to give Buffalo a sharp tussle for the leadership in October:

Quota Breakers

Albany	Fort Worth	Portland, Ore.
Bangor	Fresno	Richmond
Bridgeport	Grand Rapids	Rockford
Buffalo	Houston	San Antonio
Chicago	Kansas City	Seattle
Cincinnati	Louisville	St. Louis
Cleveland	Milwaukee	Washington
Columbus	New York	Worcester
Dallas	Minneapolis	Youngstown
For Wayne	Peoria	
	*	*
Birmingham	Pittsburgh	Springfield, Mass.
New Orleans	Portland, Me.	Toledo
Philadelphia	Scranton	

There are a few more or less interesting sidelights on the September business. Take the state of Texas, for instance, the Three Musketeers—Walker at Dallas, Courtenay at Houston, and Jackson at San Antonio—each used the big guns and crashed through with a good high percentage over quota. Mr. Billman at Fort Worth completed the Texas square with a quota month in his office. It looks as though Texas is going to show a clean pair of heels to all of the other states if this sort of thing is going to keep up.

* * *

Let's give Elwell of Bangor three good hearty cheers. His work at the Bangor office in the few short months that he has been there has been phenomenally successful. Again in September he goes 50 per cent. over quota and turns the laugh on a lot of the larger offices. Some

(Continued on page 3)

Boston, Too, Has A Day Of It



LEFT INSET—The Pitchers, Putney and Barlow
RIGHT INSET—How Come? Six Hands on Two Men—Count 'Em!
CENTER—The Whole Gang

The Boston office held a get-together and outing which was given by Manager Closson to his sales force as a reward for an exceptional summer's business. The affair was held on Saturday, September 18, at McPeak's Shore Garden, Nantasket Beach, Mass. Your editor was present as Mr. Closson's guest and he assures you

he had a most marvelous good time. He had somehow been laboring under the impression that Bostonians are rather reticent and reserved folks, and pictured everyone of them in a high hat, a starched white collar, and a cloak a la Pilgrim. Therefore, nothing was so illuminating for him as this Boston picnic which showed

the most "peek-ulyer" thing of the day, as George Palmer would say it, was the repeated disappearance of Charlie Bain's four cylinder Rolls-Royce with a 72-inch wheel base which answers to the name of "Lizzie." Several times this chariot either made its own way or was surreptitiously conducted down the bank of a deep incline into a bed of rocks and swamp land, and

HOME OFFICE GIRLS VISIT FACTORY

SERVICE CONTEST FOR AUGUST, 1926

DIVISION NO. 1

"ST. LOUIS EDGES WAY TO TOP"

Any First Division Service Department that earns the top place during a month's time is deserving of credit. If that same Department manages to repeat their good work within a year's time the credit should be doubled. Mr. Appel of St. Louis, has done this by earning first place during August. Chicago, second, and Buffalo, third. It looks as though Chicago has a lease on one of the three top places every month.

1—St. Louis 8*	13—Cleveland 8*
2—Chicago 8*	14—Kansas City 6*
3—Buffalo 4*	15—Pittsburgh 8*
4—Detroit 8*	16—San Francisco 8*
5—Boston 8*	17—Minneapolis 6*
6—Houston 7*	18—Hartford 5*
7—Milwaukee 8*	19—Washington 6*
8—Philadelphia 5*	20—New York 4*
9—Atlanta 8*	21—Los Angeles 2*
10—Louisville 4*	22—Indianapolis 5*
11—Baltimore 8*	23—Dallas 3*
12—New Orleans 5*	24—Portland, Ore. 3*

SERVICE CONTEST FOR AUGUST, 1926

DIVISION NO. 2

"SPRINGFIELD, ILL. WINS PENNANT"

Mr. Adams of Springfield, Ill., won first place and was followed closely by Messrs. Weybright and Moehrig of Fresno and San Antonio. This trio can be proud of the work accomplished.

1—Springfield, Ill. 2*	22—Little Rock
2—Fresno 6*	23—Columbus 2*
3—San Antonio 6*	24—Denver 5*
4—Newark 8*	25—Wilmington
5—Bridgeport 8*	26—St. Paul 1*
6—New Haven 5*	27—Davenport 5*
7—Youngstown 7*	28—Waco 1*
8—Jacksonville 4*	29—Des Moines 2*
9—South Bend 2*	30—Fort Wayne 1*
10—Birmingham 7*	31—Fort Worth 2*
11—Portland, Mass. 3*	32—Peoria 1*
12—Providence 3*	33—Eric 1*
13—Omaha 5*	34—Memphis 1*
14—Rochester 1*	35—Toledo 1*
15—Johnstown 2*	36—Portland, Me. 2*
16—Richmond 2*	37—Seattle 3*
17—Dayton 4*	38—Evansville 2*
18—Bangor 5*	39—Scranton 2*
19—Wichita Falls	40—Duluth
20—Oakland	41—Harrisburg 3*
21—Akron 5*	
22—Milwaukee 4*	

"ROYTYPE" QUOTA COLUMN—AUGUST, 1926

The end of August marks the beginning of "Roytype" time—that period from September 1st to December 31st. We want each Manager and all Salesmen and Supply clerks to take advantage of a period that always nets us a good volume of business, and, with the "Roytype" to handle we should double our last year's business:

1—Springfield, Mass.	23—Harrisburg
2—Indianapolis	24—Jacksonville
3—Waco	25—Columbus
4—San Antonio	26—Houston
5—Boston	27—San Francisco
6—Los Angeles	28—Fort Worth
7—New York	29—St. Louis
8—Scranton	30—Worcester
9—Providence	31—Grand Rapids
10—Louisville	32—Kansas City
11—Milwaukee	33—Duluth
12—Erie	34—Portland
13—Rochester	35—Dayton
14—Washington	36—Little Rock
15—Chicago	37—Memphis
16—Philadelphia	38—Springfield, Ill.
17—Atlanta	39—South Bend
18—Detroit	40—Baltimore
19—Bridgeport	41—Cincinnati
20—Hartford	42—New Orleans
21—Des Moines	43—Fresno
22—Newark	44—Rockford
23—Cleveland	45—Birmingham
24—Johnstown	46—Davenport
25—Richmond	47—New Haven
26—Toledo	48—Wichita Falls
27—Evansville	49—Omaha
28—Portland, Me.	50—Minneapolis
29—Buffalo	51—Pittsburgh



FRONT ROW (Left to Right)—Misses Reilly, Keane, Knapp, Eissentrager, Marion, Mrs. Fallon. CENTER ROW—Miss Christiansen, Mrs. Hierl, Mrs. Halliday, in charge of Factory Welfare; Misses Devine, Haunfelder, Mr. Reynolds, Miss Hewitt. BACK ROW—Mr. Henke, Mr. Dowd, Mr. Cook.

MY IMPRESSIONS OF THE ROYAL FACTORY

By ALICE REILLY, General Collection Department

I suppose I am quite a lucky girl. It was my good fortune to be included, together with a number of other girls from the Home Office Departments, in a day's trip through our most wonderful factory.

For a number of years I have been with the Royal Typewriter Company here in New York. Prior to that, I was always most fond of my Royal Typewriter. But I never half realized the honest-to-goodness fineness of it until I had a chance to see it being made.

Mr. Metzger asked me to jot down a few notes about my visit, but there is one thing that stands out above all else—like a sort of composite picture of the whole trip through the plant—and that is, the way every immense machine and every tiny hand job is directed toward one shining goal—**TO MAKE THAT ROYAL TYPEWRITER RUN EASIER FOR ME.**

How I wish every girl who operates a typewriter could just steal through this Royal plant and see the people at work **FOR THEM.** I think they'd quit their jobs rather than use anything but a Royal again.

Don't get the idea that this is the first time I've been through a factory. It isn't. But I've never seen anything that approaches our own in Hartford.

When you sit down in front of a Royal, and feel that easy touch that just invites you to keep on writing, give a thought to the three thousand and more jobs that were done on that one typewriter, many of them just to give you that little extra ease of touch that makes the day's work **LIGHTER.**

Here and there Mr. Cook or Mr. Reynolds would tell us about an extra operation put in—and each one of them costs

money—to make a part fit a bit more accurately or a wheel run a bit more freely. This made a great impression



Miss Alice Reilly

upon me, because even I can see where a saving of money could have been made and the difference never noted by the layman—yet all those little things together make the Royal an easier, faster and better typewriter to operate.

The tests that each finished typewriter goes through are remarkable. If each Royal isn't "just so," it doesn't leave the factory until it IS.

I could ramble right on and on. I am just bubbling with enthusiasm since that one little day at our Factory. There is much more to say, but you've been told about that before, and better. I will just say: "No girl could have any doubt as to why 'they DO run easier,' after having seen the way they're made—these wonderful Royals of ours."

(Continued from page 2)
of these new men in the manager's ranks are making strong competition for some of the old standees.

Take Bill Kirchhofer, for instance, who is now manager of the Seattle office. After a period of very good work in the Dealers' Department Bill became National Accounts man in Kansas City from which post he was transferred to the Seattle management. His work is causing a great deal of comment.

Mr. Rudnick in his first month as manager of the Minneapolis office crashed through with a quota breaker. Rudnick is another real typewriter man. After his exceptionally fine sales record in the Washington district, his good work at Minneapolis is to be expected, but to go through with quota for the first month in an office is quite an achievement for any man no matter how good he is.

COLLECTION STANDING FOR THIRD QUARTER

JULY—AUGUST—SEPTEMBER

Again Mr. Hartman, Portland cashier, has won the three-month contest. This is his third victory in three consecutive contests. He appears to be invincible at this particular game.

1—Portland	13—Houston
2—Boston	14—Louisville
3—Detroit	15—Philadelphia
4—Chicago	16—Pittsburgh
5—Hartford	17—Washington
6—Minneapolis	18—Los Angeles
7—Buffalo	19—Baltimore
8—Indianapolis	20—San Francisco
9—St. Louis	21—New Orleans
10—Cincinnati	22—Dallas
11—Knoxville	23—New York
12—Cleveland	24—Atlanta

CAPITALIZING RADIO

Royal "Broadcasts" through WJZ and other large stations are appreciated by the typewriter users in all parts of the country. Letters received from our deal-



ers indicate that they have received many comments on the high class entertainment furnished through Royal courtesy.

Our dealers were quick to be of service to the Radio Fans on the recent special broadcast, as may be noted by the above photos. One shows the announcement outside of Mr. H. G. Bancroft's store in York, Pennsylvania, and the other shows the radio party held by Mr. Prior in his spacious store at Trenton, New Jersey.

TO ROYAL DEALERS IN THE UNITED STATES AND CANADA

September was a remarkable month all the way through. More Royal dealers made the M. A. D. Club in September than in any month previous on record. A greater number also made a hundred per cent. or more of their quota than ever made it before in a single month. Royal dealers in all sections of the Country are found among the leaders and record makers for September and this fact alone shows that trade conditions are favorable.

October opens with even greater promise of bigger and better results for the Royal Dealer who aggressively goes after his share of the typewriter business. From month to month the Royal Typewriter becomes more widely known and more highly regarded throughout the land. You have noticed the sentiment change in your own territory with each new customer added to your list. Public favor just as naturally gravitates towards a good product as it ebbs away from a poor one. We ever strive to build the Royal better, and still better.

Our thanks are tendered to every Royal Dealer for the splendid individual and collective results achieved in September. You can do equally well or better in October. Apparently conditions are more favorable. Just a few more trial machines placed early in the month may help smash your best record. Once more let's make a record that has never been equalled.

Faithfully yours, A. W. BARLOW,
Ass't Sales Manager.

VISITORS

It was our pleasure to greet the following Royal men during the month of September:

Mr. J. B. Parker, Fort Myers, Fla.
Mr. George A. Pearce, Abilene, Texas.
Mr. S. W. Grant, Beaumont, Texas.
Mr. O. G. Penegar, Charlotte, N. C.
Mr. L. G. Diehl, Great Falls, Mont.
Mr. and Mrs. F. J. Haberle, Allentown, Pa.

DEALERS MAKING M. A. D. FOR AUGUST

H. G. Bancroft
R. D. Brewington
J. S. Daughaday
L. E. Fletcher
F. J. Haberle
J. E. Gaffaney
J. C. Good
R. G. Nichols
R. H. Preston
W. W. Prior

Russell & Cockrell of Amarillo, Texas, one of our veteran dealers heads the list of business getters for September. The end of each year finds this dealer with a new high sales mark and this year will be no exception.

Paxton Typewriter Company is in second place with 224 per cent. of their good size quota and Tulsa Typewriter Company earned third position with 216%.

- 1—Russell & Cockrell
- 2—Paxton Typewriter Company
- 3—Tulsa Typewriter Company
- 4—Frank J. Haberle
- 5—H. B. Harper
- 6—Nebraska Typewriter Exchange
- 7—Walter W. Prior
- 8—Glover Brothers
- 9—Pueblo Typewriter Exchange
- 10—Brewington Typewriter Exchange
- 11—A. G. Packard
- 12—F. J. Ferry
- 13—Crosby-Mook Typewriter Exchange
- 14—Idaho Typewriter Exchange
- 15—Old Dutch Company
- 16—Preston Typewriter Exchange
- 17—J. C. Duell Sales Company
- 18—Roy A. Davis
- 19—R. G. Nichols
- 20—Carolina Typewriter and Office Supply Co.
- 21—H. D. Happy
- 22—T. H. Payne Company
- 23—Border Cities Office Equipment Co.
- 24—Monroe Stores and Office Equipment Co.
- 25—E. F. Winfield
- 26—H. G. Bancroft
- 27—Kirkpatrick Company
- 28—Roanoke National Business College
- 29—Benson Typewriter Exchange
- 30—Bristol Typewriter Company
- 31—L. E. Spiece
- 32—Office Specialties Company
- 33—Duning's
- 34—Ervin Typewriter Exchange
- 35—B. M. Gragg
- 36—W. E. Jackson
- 37—Kerr's Typewriter Exchange
- 38—Office Supply House
- 39—Patterson-Blair Company
- 40—A. W. Peters
- 41—Rugen Typewriter Exchange
- 42—Tribune Printing & Stationery Co.
- 43—Western Typewriter Supply

FRANK J. HABERLE DOES WELL AT ALLENTEOWN

Frank J. Haberle, a "Royal" man since 1921 needs no introduction to many of our readers. He was initiated into the Royal ranks as a salesman, and soon demonstrated his ability to hold his own when it came to securing orders. In recognition of his record he was promoted to the position of field representative of the Dealers Sales Department. Traveling in this capacity, he directed all of his efforts in helping the dealers under his jurisdiction to increase their Royal sales.

The opportunities and possibilities of developing an independent business by aid of the Royal dealership were soon realized and appreciated by Mr. Haberle. Therefore, it was logical that he should desire to take the next step in his career and start a business of his own. During the first part of 1924, he made application and was granted a contract covering Allentown, Pennsylvania, and the surrounding territory.

His main store is at 113 North Sixth

Street, Allentown, Pennsylvania, and should anyone interested in the sale of Royal Typewriters visit Allentown they should visit his fine store. The illustrations show the interior of his store and the size of the window display. Note the unique way he used part of the Royal twenty-four sheet poster. Also the stand used when Mr. Haberle points out the many features of the Easy Writing Typewriter to his prospective customers. This stand is just the right height for the cus-

tomers to closely examine the various features of the Royal as they are explained by Mr. Haberle.

Mr. Haberle's knowledge of the Royal Typewriter and his desire and ability to give real service to his customers easily accounts for the reason that he was successful in making his quota the second year in business. He expects and should exceed his quota for 1926.

His success as a Royal dealer is well deserved.



SCANDINAVIAN DEALERS HOLD CONVENTION



A meeting of the Scandinavian Royal dealers, held at the Palads Hotel in Copenhagen, Denmark, from August 4 to 6, proved to be a most successful event, judging from the optimistic reports received from the dealers who attended.

The convention was called at the instance of Mr. T. T. Malleson, Foreign Sales Director, and the dealers from Norway, Sweden and Denmark promptly responded. An open discussion of various problems and proposed plans was held during the three days of the meeting, and,

needless to say, these discussions were of mutual advantage to all concerned.

Upon the conclusion of business matters the delegates to the Convention were entertained at dinner by Mr. and Mrs. Walter Banzhaf in their summer home at Klampenborg, a suburb of Copenhagen. Mr. Banzhaf is the Royal dealer for Sweden. This social gathering helped to further strengthen the admirable union of friendliness that has always existed among these dealers, whose work in connection with the Royal has served to bring

them together in the common bonds of their own little "entente cordiale."

The photograph at the left above shows the guests grouped together on the beautiful grounds of Mr. Banzhaf's home. The gentlemen shown, reading from left to right are: Standing—Mr. Banzhaf, dealer for Sweden; Mr. Malleson, Foreign Sales Director; Mr. Johansen, of Norway; and Mr. Norgaard of Denmark. Seated—Mr. Bodenhoff, dealer for Denmark; and Mr. Nissen-Lie, dealer for Norway. The ladies, reading from the left, are: The

Baronesse Menoth, Mr. Banzhaf's cousin; Mrs. Banzhaf (seated); Mrs. Norgaard; and Mrs. Bodenhoff. Mr. and Mrs. Banzhaf's children are also shown.

In the photograph at the right above, the guests are shown seated in the beautifully appointed dining room of Mr. Banzhaf's home. The delegates all departed for their respective fields of endeavor with optimistic enthusiasm to carry out the fall campaigns they had planned and which they confidently expect will close the year with new high records.

Royal Display At Prague Fair



Among the foremost of the great commercial fairs and exhibitions regularly held in the European countries is the International Sample Fair, at Prague, Czechoslovakia. This fair is held twice each year, in the spring and in the fall. The fall session of the fair was held last month from August 29 to September 5.

Mr. Josef Foist, of Prague, Royal dealer for all of Czechoslovakia, prominently displayed the Royal typewriter in a most befitting manner. Mr. Foist's display was housed in the special American Pavilion, which was erected for the sole

purpose of displaying the products of American manufacturers having representatives in that country. One may realize the extent of the activity in this Pavilion by the fact that some sixty American manufacturers' products were on display.

Mr. Foist reports that the Fair this year was a more pronounced success than ever and that he is anticipating greatly increased sales activity during the fall months as a result of the many inquiries received and the expressions of approval from visitors at the Fair.

A view of Mr. Foist's exhibit is presented in the photograph reproduced at the left. Mr. Foist is shown standing in the foreground, while on the extreme left is Mr. Alois Foist and next to him, Mr. Wenzel Foist. The gentleman on the extreme right is Mr. Ladislaus Foist. These gentlemen are brothers of Mr. Foist, and are associated with him in

JAN DE FLINES RECEIVES HONORARY MEMBERSHIP IN M. A. D. CLUB

Mr. Jan de Flines, Managing Director of the firm of Blikman & Sartorius, of Amsterdam, Holland, Royal dealers for that country, has been appointed an honorary member of the Royal Machine-A-Day Club. This honor was conferred upon Mr. de Flines on the occasion of his twenty-fifth anniversary on September 26, as Managing Director of his firm and his having completed almost twenty consecutive years of association with the Royal typewriter in Holland.

Messrs. Blikman & Sartorius, one of the oldest concerns in Holland (founded in 1693), were the first foreign dealers appointed when the Royal typewriter was first placed on the market abroad and it was this firm which introduced the Royal in the Netherlands. Their loyal, persistent activity during the intervening twenty years constitutes a record of long association held by no other foreign dealer.

As Managing Director of his company, Mr. de Flines has played a very important part in bringing about the success of the Royal typewriter in the Netherlands. It was in recognition of this service, and his long association with the Royal, that Mr.

the business in various capacities. To all of them is due much credit for the neatness with which their display was made.

Mr. Foist is a great believer in the effectiveness of displays made at these exhibitions, and it is easy to agree with him that such splendid displays as this one cannot but leave indelible impressions in the minds of many prospective users.



George Ed. Smith, President, appointed him an honorary member of the Machine-A-Day Club.

Mr. de Flines' long association with the Royal constitutes a record of which he may justly feel proud, and his many friends in the Royal organization join us in extending heartiest best wishes for many more years of increasing success in his work.

SCHOOL DEPARTMENT

The school billing last month not only exceeds that of any other September but also that of any other month on record.

It is interesting to note when going over our records for last month that 52 of our branch offices made 100 per cent. or more of their school quotas. Duluth is first with 1240 per cent., Buffalo second with 847 per cent., and Louisville is third with 672 per cent.

The first eight offices as given in the list below secured 400 per cent. or more of their school quotas. The next eight secured 300 per cent. or more; the next thirteen secured 200 per cent. or more, and the remaining offices made 100 per cent. or more of their school quotas.

September	
1—Duluth	27—Davenport
2—Buffalo	28—Grand Rapids
3—Louisville	29—Scranton
4—Bridgeport	* * *
5—Peoria	30—New York
6—Cleveland	31—Youngstown
7—Houston	32—Washington
8—Springfield, Mass.	33—New Orleans
9—Bangor	34—Hartford
10—Dallas	35—Pittsburgh
11—Worcester	36—St. Paul
12—Fort Wayne	37—Evansville
13—Fort Worth	38—Oakland
14—Portland, Ore.	39—Boston
15—Richmond	40—Kansas City
16—Springfield, Ill.	41—Minneapolis
17—San Antonio	42—Albany
18—Memphis	43—San Francisco
19—Omaha	44—Chicago
20—Toledo	45—Milwaukee
21—Philadelphia	46—Providence
22—Newark	47—Atlanta
23—Columbus	48—Baltimore
24—Fresno	49—Akron
25—Portland, Me.	50—Denver
26—St. Louis	51—Harrisburg
	52—Rochester

EMPLOYMENT DEPARTMENT

The majority of our Employment Managers made more than 100 per cent. for both Positions Filled and Sales, and they also show a gain over records made during September of last year.

Branches

POSITIONS	
1—Columbus	7—Portland, Me.
2—St. Paul	Albany
Oakland	Youngstown
3—Duluth	8—Newark
Peoria	9—Johnstown
4—Jacksonville	10—Providence
Akron	11—Toledo
5—Worcester	12—Milwaukee
6—Davenport	13—Omaha
Grand Rapids	14—Birmingham

District Branches

POSITIONS	SALES
1—Denver	1—Pittsburgh
2—Boston	2—Cincinnati
3—Kansas City	3—St. Louis
4—Dallas	4—Philadelphia
5—Buffalo	5—Los Angeles
6—San Francisco	6—Portland, Ore.
7—Cincinnati	7—Kansas City
8—Minneapolis	8—San Francisco
9—New York	9—Buffalo
10—St. Louis	10—Washington
11—Chicago	11—Cleveland
12—Philadelphia	12—Minneapolis
13—Los Angeles	13—Louisville
14—Cleveland	14—New York City
15—Indianapolis	15—Chicago
16—Portland, Ore.	Dallas
17—Baltimore	Indianapolis
18—Washington	Denver
19—Pittsburgh	16—Boston
20—Detroit	
21—Hartford	
22—Louisville	

EMPLOYMENT SERVICE MISS EVELYN DICKSON Mgr. Employment Dept., Buffalo

The foundation of success in Employment Service covers the human element more particularly than any other factor. It is the biggest dividend reaper. Help some one when they are in need

of employment and they will invariably remember this help when the opportunity presents itself, as they are usually foremost in their desire to reciprocate. This is the usual course of events, and we have found but few exceptions to it. Show human understanding and sympathy to the applicants who are seeking employment. Let them know you are interested in them, and in trying to help them. When they come into your office, greet them with a smile, and make the meeting as easy as possible. Be friendly and sincere in this greeting. Show a personal interest in their welfare by letting them know you are trying to help them and also impress the fact upon them that the only service expected in return is that they be Royal boosters.

In sending applicants to positions, I always try to find out from the employer the type of girl that is required and never to send an applicant that I feel cannot come up to the requirements. I am a firm believer in quality, which consists of personality, ability and appearance, and on account of keen competition in business, quality is all that withstands the test. Most business men appreciate and acknowledge this service, and when they are seeking quality in a typewriter they will unquestionably choose a Royal machine for their stenographer. Of course, no plan can be developed that can wholly eliminate errors of selection, but there are definite methods and principles which if followed will reduce chance of error.

The welfare work attached to an Employment Department can do a great deal of good for applicants. There are many applicants who will appear to have become discouraged, or indifferent on account of various office difficulties, and

who are sometimes on the point of changing their vocation. There are graduates who are just starting out in their efforts to procure a livelihood — most of them timid and afraid of what is before them. This can almost always be read in their manner and countenance. An encouraging word of help goes a long way in these cases. Helping applicants is a wonderful work, but especially wonderful in the case of the graduate, because she is usually a Royal booster long after the more experienced applicant has passed out of the field.

These are some of the surest methods of keeping applicants interested in Royal typewriters, as well as interested in their work. When you detect during your interview, that they are discouraged in their work, or at their inability to secure lucrative and suitable positions, try to assure them that there are different methods of developing into bigger and better positions, and explain to them that "from the lowest depths there is a path to the loftiest heights." This is really the method that an applicant likes and appreciates. I have received more thanks for this service than for procuring positions for applicants, because they like the personal interest shown and the help extended. Take for instance, an applicant who becomes discouraged as lots of them do, in trying to secure a good position as a typist. Make the suggestion to her that she take up the dictating machine, or that she learn shorthand at night school. It is surprising to know how often she follows this advice, and how much she likes it. This also will make the applicants interested in Royal typewriters and they will tell others about the service.

An Employment Manager can co-operate with the Sales Department in an effective way by keeping in close touch at all times with the affairs of the office. Her station at the desk, telephone, meeting the public, etc., puts her in a position to catch all prospects, and with keen concentration and alertness, she can bring about sales that would otherwise not be consummated. Always giving prompt service and being courteous cannot go unrewarded or unnoticed.



THE ROYAL STANDARD

ROYAL MACHINE-A-DAY CLUB AUGUST

NEW MEMBERS



M. E. HOYT, JR.
Springfield, Mass.



A. S. BULLOCK
Boston



J. J. DUNHAM
Dallas
H. J. LINDIG
Atlanta

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AKRON	DAVENPORT	MEMPHIS	PROVIDENCE
L. J. Michel 9	H. B. Swaisgood 1	A. O. O'Bryan 3	J. H. Alden 1
H. H. Tomkinson 15		MILWAUKEE	E. D. Crandall 14
ATLANTA	DAYTON	W. A. Partee 26*	J. L. Schora 2
S. N. Malone 2	O. P. Gilmore 13	MINNEAPOLIS	C. E. Smith 1
A. S. Baugh 1		M. E. Bailey 8	RICHMOND
H. J. Lindig 1		J. T. Graham 2	O. H. Carter 1
BALTIMORE	DENVER	H. L. Rudnick 20*	A. Bartlett 1
J. C. O'Keefe 9	C. W. Knix 14*	DETROIT	ROCHESTER
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A. Patterson 1	L. D. Teeters 21	NEW ORLEANS	C. C. Flagg 1
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E. T. Buckley 5*		NEW YORK	E. C. Phillips 3
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G. H. Palmer 14*	C. V. House 5	W. B. DeRango 23*	D. G. Becknell 4
B. W. Simpson 2		O. Gentz 7*	C. H. Billington 6
J. H. Hanson 3		T. M. Gleason 44*	T. N. Colwell 4
F. C. Horan *		A. Graf 4	J. C. Deardorff 2
J. F. Dacey 5*	FORT WAYNE	R. B. Gray 5	G. N. Hammond 1
BUFFALO	John Shea 2	G. M. Guest 45*	P. Pearson 2
George Hauptman 4		I. Hulbert 2*	S. N. Howel 1
W. W. Hodgson 3	FORT WORTH	L. E. LeMaster 17	G. E. Bass 3
A. R. Lerch 1	P. H. Billman 2	P. Mittenwe 17*	D. B. Sturte 6*
C. M. Pillow 20*		G. Rannenberg 31*	J. K. Cole 1
W. F. Wegener 2	FRESNO	J. Schmitz 34*	F. B. Ternes 1
C. HICAGO	L. M. Morris 1	N. Sykes 9*	SCRANTON
E. J. Barnett 1	A. H. Groves *	D. Towle 3*	C. C. Waters 3
W. G. Brown 12*		G. N. White *	D. W. Ward 1
W. S. Daniels 5	HARRISBURG		SEATTLE
A. G. Freeberg 11*	J. R. Gardiner 2		H. D. Hoyt 1
R. C. Goldblatt 23	HARTFORD		W. H. Kirchofer 5
B. D. Hamil 24*	W. C. Bartley 3*	OMAHA	SOUTH BEND
R. E. Hough 10	H. F. Braider 46*	G. D. Lawless 6	J. L. Doyle 1
E. H. Johnson 16*	J. L. Cook 3	PEORIA	SPRINGFIELD, MASS.
C. LaBorene 21*	C. E. Driscoll 3	F. W. Bauer	M. E. Hoyt, Jr.
H. Nuhn 16*	HOUSTON	PHILADELPHIA	C. A. Stevenson 2
I. M. Roberts 33*	W. H. Courtenay 5	L. A. Dunn 20*	ST. LOUIS
A. C. Wheeler 10		H. K. Gossin 4	G. M. Davis 7*
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G. C. Kingsbury 2*	W. S. Orvis 1	E. V. Sherry 6	L. White 22*
CINCINNATI	G. W. Randall 4	A. F. Sparks 1	D. H. Meyer 4*
A. E. Marcum 1	J. C. Lankford 1	C. F. Tregear 1	A. S. Bullock *
L. A. Platz 8	J. E. Schad 1	J. W. Turner 16	ST. PAUL
S. T. Buck 1	E. C. Williams 2	T. C. Kerschner 1	L. L. Larson 2*
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D. L. Bell 2		W. E. Ayres 3	WORCESTER
H. D. Pegg 1		PORTLAND, ME.	F. C. Salisbury 2
G. C. Kinnaman 21*			A. R. Smith 18*
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C. D. Walker 4		J. T. Wellman 46*	
J. D. Dunham *		H. Holmberg 4	

DEALERS' M. A. D. ROSTER FOR 1926

R. G. Nichols 8*	Mrs. S. D. Hendley 4*	R. D. Brewington	R. Kuykendall
W. W. Prior 8*	W. W. White 4*	I. S. Daughaday	C. Weisiger
J. E. Gaffaney 7*	H. G. Bancroft 4*	L. E. Fletcher	W. P. Ridley
H. J. Roof 6*	J. C. Good 4*	F. J. Haberle	R. T. Walsh
R. R. King 5*	B. Coleman 3*	F. Myers	L. E. Spiece

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company Ltd.

A. J. Newlands, Montreal

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt	S—B. Harris	15—P. C. Fielding	22—E. Wood
2—J. Harrison	9—A. F. Thomas	16—A. W. Thomas	23—J. B. Worley
3—H. W. D. Buckridge	10—L. Harris	17—H. V. Schofield	24—W. A. Henry
4—C. Salter	11—A. Bak	18—J. C. Barlow	25—W. Jenner
5—H. Herman	12—F. W. Johnson	19—J. W. Barker	26—G. E. W. Sheldrake
6—W. H. Roberts	13—S. H. Goodwin	20—F. J. Soan	27—J. C. S. Branson
7—W. D. Morgan	14—A. J. Van Dervelde	21—S. V. Hall	
AUSTRALIA—Sydney	Pincombe, Ltd.		
1—W. J. Sheehy	4—E. S. Stack		
2—R. G. Hood	5—L. Parkhurst		
3—E. W. Rutledge	6—W. H. Bale		
CHILE—W. R. Grace & Co.			
1—Mrs. Raquel Delano De Sierra			
2—Mr. Oscar Achondo Godoy			
CZECHOSLOVAKIA—Joseph Foist			
1—Alois Foist	4—A. Smatlik		
2—L. Mazanek	5—Ladislav Foist		
3—J. Hejman	6—Franz Konecny		
MEXICO—M. E. Raya & Company			
1—Alfredo Aguirre	3—Alfredo Garza		
2—Alonso M. Garza	4—Carlos S. Garza		
SWITZERLAND—Theo. Muggli			
1—Theo. Muggli	4—G. Pozzi		
2—Theo. Graf	5—Arnold Muggli		
3—Robert Gubler	8—George Z'Berg, Sr.		
FRANCE—J. H. Davis & Co.			
1—J. H. Davis	5—E. Brocard		
2—George Z'Berg, Jr.	6—E. Hantz		